



Euromonitor  
International

# Back from the Boom: E-Commerce Opportunities Amid Uncertainty

June 2023

## INTRODUCTION

Scope

Key takeaways

Exploring Back from the Boom: E-Commerce Opportunities Amid Uncertainty

Is e-commerce growth nearing a ceiling?

Back from the Boom: E-Commerce Opportunities Amid Uncertainty

## E-COMMERCE GROWTH NORMALISES

Global e-commerce growth is normalising

Case Study: Eachnet.com becomes one of dozens of Chinese websites to be shuttered

COVID-19 levels up e-commerce

E-commerce growth is no longer guaranteed

## WEAK ECONOMY DAMPENS ONLINE POTENTIAL

E-commerce normalisation is set against the backdrop of an economic downturn

E-commerce is no longer immune to inflationary pressures

Case study: Aldi builds out its own online platform as e-commerce becomes more important

Online platforms that enable consumers to better budget see growth in downturn

Case study: H&M is one of many apparel retailers launching their own resale websites

Case study: Buo touts that consumers can save up to 30% via group-buying model

E-commerce is no longer exempt from economic realities

## SELLING ONLINE HAS NEVER BEEN HARDER

Digitalisation continues to rewire the retail sector

New business models change the rules of the game

How consumer expectations continue to evolve

Emerging channels lead to new ways to engage

Retailers and brands challenged with finding ways to stand out

Case study: L'Oréal uses sound to recreate the sensory experience of scent digitally

E-commerce players struggle with how to stand out

## FINDING PATHS TO E-COMMERCE GROWTH

Many paths towards e-commerce expansion routes through China or the US

Case study: JD.com differentiates itself in China with its robust logistics capabilities

Foods e-commerce remains a key category to watch in the US as Walmart extends lead

Amazon gaining share on Flipkart in several fast-growing categories

Latin America emerges as e-commerce growth engine

E-commerce growth remains possible even amid economic uncertainty

## CONCLUSION

Key takeaways

Charting a path forward amid the wider retail revolution

What will it take to win?

Evolution of e-commerce market

Questions we are asking

Watch industry experts debate the future trajectory of e-commerce

About Euromonitor's Syndicated Channels Research

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